

ABSTRAK

Penelitian ini dilakukan untuk menganalisis dampak pandemi COVID-19 terhadap industri bioskop khususnya *Cinema 21* dan menganalisis strategi inovasi yang dapat dilakukan *Cinema 21* dalam menghadapi pandemi COVID-19. Ditengah pandemi COVID-19 industri hiburan adalah salah satu yang paling terpuruk. Turunnya permintaan diindustri hiburan tidak hanya karena ketakutan yang timbul akibat penyebaran virus COVID-19 namun lebih besar lagi terjadi akibat banyaknya daerah-daerah yang membatasi bahkan melarang dilakukannya kegiatan yang melibatkan banyak orang dan penutupan berbagai fasilitas umum termasuk tempat hiburan. Pandemi COVID-19 ‘menghantam’ berbagai industri dan bisnis, tidak terkecuali Industri bioskop yang sangat terpengaruh dengan adanya Pemberlakuan Pembatasan Kegiatan Masyarakat (PPKM) atau Pembatasan Sosial Berskala Besar (PSBB).

Kata kunci: strategi inovasi, *Cinema 21*, pandemi COVID-19.

ABSTRACT

This study was conducted to analyze the impact of the COVID-19 pandemic on the cinema industry, especially Cinema 21 and analyze the strategic innovations that Cinema 21 can do in dealing with the COVID-19 pandemic. In the midst of the COVID-19 pandemic, the entertainment industry is one of the worst hit. The decline in demand in the entertainment industry is not only due to fears arising from the spread of the COVID-19 virus, but is even greater due to the many areas that limit activities involving large numbers of people and the closure of various public facilities including entertainment venues. The COVID-19 pandemic 'hit' various industries and businesses, also cinema industry was greatly affected by the Enforcement of Community Activity Restrictions (PPKM) or Large-Scale Social Restrictions (PSBB)

Keywords: innovation strategy, Cinema 21, COVID-19 pandemic.